

The Myers Group Expands and Improves On-Site Call Center

ATLANTA, GA - November 2006 -- The Myers Group recently completed a major expansion of its Call Center from 46 Interviewer stations to 73 stations. In addition, The Myers Group added sufficient Supervisor and Monitoring workspace to retain the maximum interviewer to supervisor ratio of 9:1. These renovations serve two very important purposes. They allow for faster turnaround of results for our clients, while greatly improving the comfort and appearance of the Call Center for our employees, thus adding to productivity.

The Myers Group is an Atlanta-based national survey and market research firm focusing on healthcare organizations and issues. We offer our clients a comprehensive package of survey products designed to evaluate customer satisfaction and identify potential action issues. Our top priority is working with clients to design a survey process that effectively and reliably measures satisfaction and builds loyalty among their customer base. Known for its level of commitment and quality of work, The Myers Group employs a team of experienced, motivated, and well-trained professionals.

In addition to the physical renovations of the Call Center facility, The Myers Group upgraded the Computer Assisted Telephone Interviewing (CATI) system with a state-of-the-art Web/Internet protocol called DialResults. This system incorporates CATI with Interactive Voice Response (IVR) and Internet surveying utilizing an SQL database engine. The new platform further automates many of our operations, reducing the potential for user error and vastly improving productivity and reporting functions.

Jeffrey Lorber, a longstanding member of the Market Research Association, directs The Myers Group Call Center Operations that employs about 150 supervisors, team leaders, and interviewers. He is an expert on hiring and motivating staff members, and has shared his success at a number of market research conferences.

Additional Information and Where to Find It

The Myers Group is a nationally recognized survey research firm located in Atlanta, Georgia offering a comprehensive package of survey products and services. The Myers Group has been a leader in healthcare market research and survey design since 1993, employing traditional methodologies as well as innovative technologies in data collection, analysis, and reporting. With extensive experience in survey administration, survey methodologies, and comprehensive analysis of survey data, the company typically conducts more than 500 survey projects annually for managed care organizations (MCOs), government agencies, hospitals, public agencies, and State QIOs. For additional information about The Myers Group, contact Barbara Myers at 770-978-3173 x 315.
www.themyersgroup.net